

Roy Zilbermann

מאת: Ohad Preger <ohad.p@woobi.com>
נשלח: 15:42 2018 יולי 04 יום רביעי
אל: Ben Lifshits
נושא: Fwd: Twist Your Fingers- Woobi -- Quality Issue

----- Forwarded message -----

From: **Ohad Preger** <ohad.p@woobi.com>

Date: Thu, Jan 11, 2018 at 6:09 PM

Subject: Re: Twist Your Fingers- Woobi -- Quality Issue

To: ada@twistyourfingers.com

Cc: "brian.j@twistyourfingers.com" <brian.j@twistyourfingers.com>, Shai Sasson <shai.s@woobi.com>, Finance Woobi <finance@woobi.com>, donovan <donovan@twistyourfingers.com>

Hey Ada,

1. Mid November.

2. Protected Media, IAS, Internal Tools.

3. Not sure what you are asking here. Claims were brought by the agencies themselves. Not Woobi.

Regards,

Ohad

On Thu, Jan 11, 2018 at 12:15 PM, <ada@twistyourfingers.com> wrote:
Hello Ohad,

Can you tell me what was the time frame your partners looked deeper into this matter?
What tools and methods did they use to validate our traffic?

You told that have never encountered this issue with any of our many publishers, so did Woobi it self run some kind of detection and did not find IVT? How come your partners detected it, with what detection methods?

Best,
Ada

10.01.2018, 07:30, "Ohad Preger" <ohad.p@woobi.com>:

Hey Ada,

As previously communicated - Twist Your Fingers' traffic was flagged by DIFFERENT advertisers with over 90% IVT in some cases (!!!). The agencies looked deeper into this matter and rightfully determined that as a direct publisher you should not have ANY IVT, let alone 90%+. When continuing to validate the traffic, more flags arose and they flagged ALL of your bundles, in addition to charging back ALL revenue including revenue that was already processed to you.

These are the bundles that were flagged:

com.android.thewongandonly.QuickDraw
com.jqrapps.fastandslowmotionvideotool
com.jqrapps.slowmotionvideo
com.jqrapps.slowmotionvideo20
com.thewongandonly.android
midasapps.fingertwister
midasapps.fingertwister2

To be honest, we were shocked seeing these IVT findings, as we have never encountered this issue with any of our many publishers in the past.

You must understand - the harm caused to Woobi's reputation is irreparable at this stage due to the poor quality traffic served on your part, and therefore, if you have any data that can help us mitigate the damage, counter these claims and collect this revenue - I request that you send it with no further delay.

Regards,

Ohad

On Tue, Jan 9, 2018 at 4:01 PM, <ada@twistyourfingers.com> wrote:
Hello Ohad,

Is there any update to my last email?

Best,
Ada

08.01.2018, 12:09, "ada@twistyourfingers.com" <ada@twistyourfingers.com>:
Hello Ohad,

I am going to as much as possible direct, because I am not sure we are on a same page. In order to resolve this very unpleasant situation I need to get precise information which you did not provide and I have asked you for it several time:

1. When was the period when you partner made reports on our traffic and allegedly detected IVT traffic?
2. Did your partner allegedly detected IVT traffic on our apps?
3. I need to get precise information for each app what kind of fraud traffic was detected and for what time period.

With your grouped accusations and claims without any explanation nor proofs I can not understand what kind of proofs you need in order to remove mark your partner put on our traffic. With providing all information I asked for a couple of times my team and I would figure out what we can provide as proofs and help us and Woobi in this situation.

Best,
Ada

08.01.2018, 11:40, "Ohad Preger" <ohad.p@woobi.com>:
Hey Ada,

Regardless of how your applications were marked - whether this is bot, size masking, in-banner, video stuffing, bundle spoofing, or any other fraud type, any sort of proof that can help us try and collect the revenue that was charged back will help.

Ada, this matter puts us at risk and we are facing major issues with our advertisers due to the seriousness of this fraud. Partnering with top agencies and brands commits us to the highest quality and performance.

Regards,

Ohad

On Thu, Jan 4, 2018 at 2:09 PM, <ada@twistyourfingers.com> wrote:

Hello Ohad,

I would gladly provide proofs if I could understand precisely all accusations. I am trying to be cooperative but from your end we are not getting anything. One more time I am asking you to explain what method did your partner use to flag our traffic.

Best,
Ada

28.12.2017, 08:06, "Ohad Preger" <ohad.p@woobi.com>:

Hi Ada,

We understand your position. I think that at this point any kind of proof and reports that we can pass to the advertisers will be a benefit.

Regards,

Ohad

On Wed, Dec 27, 2017 at 12:01 PM, <ada@twistyourfingers.com> wrote:

Hello Ohad,

I am not asking for reports not because of caprice, I need to take a look on reports you received from advertising partners to understand what methods they used for detecting IVT, to understand what do you mean by size masking, so I can provide all needed information. I hope you will provide reports and we will together find the way out from this unpleasant situation.

Best,
Ada

27.12.2017, 07:42, "Ohad Preger" <ohad.p@woobi.com>:

Hey Ada,

As a direct publisher you should not have any percentage of IVT. These issues raised a flag with multiple advertisers and are currently holding all revenue due to this matter.

Needless to say, we are on the same side here and mentioned earlier, if you have any information that we can provide the advertisers on the validation of the traffic, please share with us. Until then, they are not willing to continue bidding on your apps and will continue marking them as fraud.

Regards,

Ohad

On Tue, Dec 26, 2017 at 4:19 PM, <ada@twistyourfingers.com> wrote:
Hello Ohad,

For all this period we received one Excel file from Protected Media on 30th October, where was only list with domains and IVT percentage, nothing more. For us there was not sufficient information, you even did not tell us on what period is that Excel file referring to. After that for two months you were acting as everything is normal, you asked for more traffic, you were sending us new

tags which we did not asked for etc. And than you sent the email where you told to us that our account is suspended. Again you did not provide any details nor reports.

Let's say that data from Excel file from Protected Media you sent on 30th October was gathered during October, so feel free to cancel 90% of October revenue. Regarding August, September, November and December revenues provide proofs and reports for those months too, but with more details.

Best,
Ada

26.12.2017, 12:14, "Ohad Preger" <ohad.p@woobi.com>:

Hi Ada,

The claims raised in the past few months were sent to you immediately after Woobi received them from the advertisers. Yet, you were unable to provide further information as to why your traffic should not be marked as IVT.

Moreover, as a direct publisher, your traffic should be 100% fraud-free.

As mentioned in our previous emails, currently all revenue is being charged back by the advertisers. If you have any further information and/or proof that we can send to the advertisers to help remove the IVT label on your traffic, collect the revenue and continue monetizing your traffic, we highly recommend it. If you are not able to provide this information, ATM all invoices are canceled and the accounts shall remain suspended until further notice.

Regards,

Ohad

On Tue, Dec 26, 2017 at 1:58 PM, Ohad Preger

<ohad.p@woobi.com> wrote:

Hi Ada,

The claims raised in the past few months were sent to you immediately after Woobi received them from the advertisers.

Yet, we were unable to provide further information as to why your traffic should not be marked as IVT.

Moreover, as a direct publisher, your traffic should be 100% fraud-free.

As mentioned in our previous emails, currently all revenue is being charged back by the advertisers. If you have any further information and/or proof that we can send to the advertisers to help remove the IVT label on your traffic, collect the revenue and continue monetizing your traffic, we highly recommend it. If you are not able to provide this information, ATM all invoices are canceled and the accounts shall remain suspended until further notice.

Regards,

Ohad

On Mon, Dec 25, 2017 at 4:59 PM,
<ada@twistyourfingers.com> wrote:
Hello Ohad,

That all sounds interesting, but in my previous email I asked you for proofs and reports for each accusation. I don't see attachments in your email.

Best,
Ada

25.12.2017, 14:32, "Ohad Preger" <ohad.p@woobi.com>:

Ada, Brian and Marko,

Here is a list of the complaints we've received thus far:

- We've received complaints about size masking from both TubeMogule and Freewheel
- The MRC Platform: "Protected Media" has flagged over 90% of your traffic as IVT.
- LKQD flags a vast majority of your traffic as IVT as well.

Under these circumstances and considering the potential damage caused to Woobi facing our clients, we have no choice but to take the measures we mentioned in our previous email.

If you have any evidence to the contrary we would be happy to receive it, otherwise please consider all pending invoices to be canceled.

Regards,

Ohad

On Mon, Dec 25, 2017 at 12:34 PM,
<ada@twistyourfingers.com> wrote:
Hello Ohad,

This is kind reminder to my previous email.

Best,
Ada

21.12.2017, 14:32,
"ada@twistyourfingers.com"
<ada@twistyourfingers.com>:

Hello Ohad,

We have stopped sending traffic to Woobi's tags on December 20th, as we have unsettled overdue in amount of \$43 326 for August and September.

Regarding ad-size fraud, video stuffing and invalid traffic you sent us an Excel file from Protected Media where were listed domains of our apps and fraud percentage. That was only proof you provided and in that report was no explanation how did your partner come to this report nor any explanation what kind of fraud is in question.

As far as ad-size fraud I am sure that couple of times I have explained that our player is full size and there is no specific size, as the size of video ad depends on user's device and it's resolution. Please be more specific and explain what do you mean by ad-size fraud and also by video stuffing.

As you put all this accusations I believe you have solid proofs and reports for each accusation and you will provide it as soon as possible.

In contrary I hope you will obligate the terms and conditions from agreement signed by our two companies and that you will fulfill your part.

Best,
Ada

21.12.2017, 13:14, "Ohad Preger" <ohad.p@woobi.com>:

Hi,

Following the internal meeting with our demand and finance teams: This email is to notify you that your account has been suspended with immediate effect due to fraud claims brought by several buyers

and demand
partners.

Claims against
ad-size fraud,
video stuffing
and invalid
traffic.

These partners
are currently
investigating
your activity and
have mentioned
retroactive
clawbacks for
payments which
have already
been paid.

This situation
puts our
relationship with
our demand
partners at risk
and we take
these claims
very seriously.

High-quality
traffic is a
priority for us
and we will not
accept any
attempt to
manipulate the
traffic we send

to our demand
partners.

At this time, we
will not continue
monetizing your
traffic.

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Best Regards,

Ohad Preger
/ Publishers
Account Manager
w: www.woobi.com
S: live:ohad.p

